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## APPENDICES

Fz : Frozen Style  
 Fr : Formal Style  
 Csl : Casual Style  
 Co : Consutative Style  
 Int : Intimate Style

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
1.	Lex Fridman : What about one billion subscribers? you've passed PewDiePie as the most subscribed to YouTube Channel. When do you think you get a billion? MrBeast : Umm, Let me do some math real quick.	Co	Intimate	To Equal Status	Informal	High Information Content
2.	Lex Fridman : So I dunno if you listen	Csl	Intimate	To Equal Status	Informal	Low Informativ e
3.	Lex Fridman : how do you think you'll die? and do you think it'll be during a video? MrBeast : probably doing something dumb, like going to space when I'm older, or trying to go to Mars, or something like that.	Co	Intimate	To Equal Status	Formal	High Informativ e
4.	Lex Fridman : so not in the name of a video, just for the hell of it? MrBeast : no, heck no.	Csl	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
5.	Lex Fridman : are you open to taking risk? when you shoot videos? Lex Fridman : you just went to Antartica. I mean, you're putting yourself on the line a little bit, right? MrBeast : of course, but we've had that video in the works for three years, and then we consult with tons of experts, radar the entire path.	Co	Intimate	To Equal Status	Informal	Low Informative
6.	Lex Fridman : have you recorded a video that's to be released once you die? MrBeast : well, first off, I'am just glad that not every one of your questions have to do with views or something like that.	Co	Intimate	To Equal Status	Low Formality	Low Informative
7.	MrBeast : so if I don't die, I'll just move em up.	Csl	Intimate	To Equal Status	Low Formality	Low Informative
8..	Lex Fridman : it's a kind of immortality, but it's also kind of troll of the concept of time that you can die in physical space but persist in the digital space.	Fml	Intimate	To Equal Status	Formal	High Informative
9.	Lex Fridman : are you afraid of death by the way? MrBeast : yea. It's hard because, like, what if you	Fml	Intimate	To Equal Status	Formal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	just die, and then you just see nothing forever?					
10.	Lex Fridman: what do you think about Twitter? what do you think about all the fun activity happening recently since Elon bought twitter?  MrBeast: <b>I think</b> he should make me CEO, like I tweeted.	Co	Intimate	To Equal Status	Informal	High Informative
11.	MrBeast : you just don't do 'em though, right? Lex Fridman : not on YouTube, right. On audio, I do ads in the very beginning and say you can skip 'em if you want. MrBeast : Gocha. I'm sure the brand loves that.	Csl	Intimate	To Equal Status	Informal	High Informative
12.	Lex Fridman : That interesting, I love the thinking about numbers. MrBeast : The whole time we were having this conversation, so that's all I could think about. It's like "Oh, goddamn it". There's probably like 50% of these people have no fucking clue what he's saying.	Csl	Intimate	To Equal Status	Informal	Low Informative
13.	Lex Fridman : is that a good thing or a bad thing? is that exciting to you, that there's like 50% people don't have not watched a	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	Mr.Beast Video? is that an opportunity? MrBeast : yeah, I guess it's an opportunity to grow, I don't know.					
14.	Lex Fridman : what have you learned about hiring for everything? for the main channel that you do, for the react, for the gaming channel, to Mr.Beast Burger, to Feastables, all that? MrBeast : the big thing is, especially in this content creation, cause' it's not like anything done on Netflix or different content mediums, I really need people who are coachable, and really see the value in what care about, because it's a very specific way of going about things, there's no plug and play.	Co	Intimate	To Equal Status	Informal	High Information
15.	Lex Fridman: Oh, so you are really want people to believe in the vision of YouTube? MrBeast: Yeah, I mean ideally. It's like working here, you know what I mean?	Co	Intimate	To Equal Status	Informal	High Information
16.	Lex Fridman : So how you are able to transfer that taste that you've developed the team? what zoom to	Co	Intimate	To Equal Status	Informal	High Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	use on the face you use in thumbnail? MrBeast: The answer is whatever makes the best video.					
17.	Lex Fridman : It seems like you would literally potentially shut down a video just 'cause you can't come up with good title, or a good thumbnail. Mrbeast: yeah 100% or a thumbnail. Yeah I mean that's what happened to 70% of those in that pich session.	Csl	Intimate	To Equal Status	Informal	Low Informative
18.	Mrbeast: the more extream you are the more extreme you have to be in the video. Lex Fridman : that's almost inspiration for you to step up. Mr.beast: But you can be more extreme in a positive way.	Fml	Intimate	To Equal Status	Formal	High Informative
19.	Lex Fridman : Well, I mean, does the physics in the thumbnail have to even make sense? I mean, you can just like exaggerate the heah size and all that kind of stuff, right? Mrbeast: yeah, 100%. Yeah things don't have to be relative.	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
20.	Lex Fridman: Would you recommend to other creators that wanna make it big to.. and they see Mr.Beast and they look up to you to copy some elements of you or to really try to be unique. Mr.Beast: Unique, 100% unique.	Co	Intimate	To Equal Status	Informal	High Informativ e
21.	Lex Fridman : How do you improve something each time? MrBeast : The second one, just... I don't know, put more effort into the script. The third one, try to learn a new editing trick. The fourth one, try to figure out a way that you can have better inflections in your voice. The fifth one, try to study a new thumbnail tip and implement it. The sixth one, try to figure out a new title.	Co	Intimate	To Equal Status	Informal	High Informativ e
22.	Lex Fridman : What advice would you give to an already established channel, like with one, two, three, four million subscribers, how to like 10X it, like increase it? Without losing maybe. MrBeast : - Yeah, that's where it's very spec...	Co	Intimate	To Equal Status	Informal	High Informativ e



No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	Like, channel by channel. You can't give general advice.					
23.	MrBeast : Yeah. Because if I do, millions of creators are gonna see this, and then they're gonna do it, and I'm gonna fuck them over. Lex Fridman : Oh, I see, I see.	Csl	Intimate	To Equal Status	Informal	Low Informative
24.	MrBeast : How many episodes have you done? Lex Fridman : 350	Co	Intimate	To Equal Status	Informal	Low Informative
25.	Lex Fridman : So what if we look at other maybe more challenging kinds of channels, or not, but if we look at educational for example, like lectures, or if we look... Yeah, educational. It could be short videos. How would you 10X that? Something on robotics, on biology, on science, on engineering, on all of that that's more educational focused MrBeast : We would honestly just have to pull the...Because it's the same way. If you went to Gordon Ramsay and you said, "How would a new cook cook better?"	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
26.	<p>Lex Fridman : - How quickly, when you look at a channel, can you kind of give advice?</p> <p>MrBeast: It's surface level at the start, and then the more... If we watch 10 videos, I feel like I'd have a good profile and I could tell you, in my opinion, especially once I look at the analytics and I get more ingrained in like.</p>	Co	Intimate	To Equal Status	Informal	High Informative
27.	<p>Lex Fridman : How far can a robot throw a potato?</p> <p>MrBeast : - I think your idea... The first idea was... 'Cause you just said so many ideas I never even thought of, but it shows the value of basically brainstorming with people that think differently.</p>	Co	Intimate	To Equal Status	Informal	High Informative
28.	<p>Lex Fridman : What's the hardest number? You said the numbers that matters, click-through rate, average view duration, and surveys.</p> <p>What's the hardest number to optimize for?</p> <p>Mr.Beast: probably surveys</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>Lex Fridman : Do you have an insight into the surveys at all?</p> <p>MrBeast : No, not really. But if you just click on a bunch of random videos online, you'll eventually get a survey. "Was this video transformative, heartwarming, inspiring?"</p> <p>What people rate does make a difference and it's... You can get people to click a video, you can get 'em to watch it, but you can't really fake whether or not they're satisfied. like they don't lie, the surveys. Maybe one person here or there might troll, but once you aggregate enough, it's a pretty clear telltale of the video. So either you're making a great video or you're not.</p>					
29.	<p>Lex Fridman : What is it? Minimizing the non-regretability.</p> <p>MrBeast : Yeah, I think Elon tweeted that that's what he is tried to do on Twitter.</p>	Co	Intimate	To Equal Status	Informal	Low Informative
30.	<p>Lex Fridman : How tough is it to take on YouTube, you think?</p> <p>MrBeast : For Twitter?</p>	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>Lex Fridman : Yeah, for Twitter or for anybody else.</p> <p>MrBeast : I mean, it's gonna be basically impossible. I mean, YouTube's not going anywhere, and I mean... I don't know, I don't think anyone's gonna do what YouTube does better than them, at least not in the next 10 years.</p>					
31.	<p>Lex Fridman : You asked on Twitter, "Would you rather have \$10 million "or 10 million subscribers on YouTube?" What would your own answer be at various stages in your career?</p> <p>MrBeast : If I had nothing, I would say \$10 million.Because with \$10 million, you can hire some people, and pump out content,and, with a million or two, get 10 million subscribers and then keep the other 8 million.</p>	Co	Intimate	To Equal Status	Informal	High Informative
32.	<p>Lex Fridman : How active are the subscribers in watching the video for you?</p> <p>Mr.Beast: That's hard, I don't know</p>	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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33.	MrBeast : All your... Not all but a lot of the questions are analytics based. It's so funny. Lex Fridman : 'Cause I love it.	Csl	Intimate	To Equal Status	Informal	Low Informative
34.	MrBeast : So like I said before, what percentage your audience do you think care about this kind of stuff, like this deeply about YouTube analytics? Lex Fridman : I think a large amount care about curiosity and exploration of interesting ideas. So in that sense, yeah, this would fit it. I love it	Co	Intimate	To Equal Status	Informal	Low Informative
35.	MrBeast : This is funny. And this isn't me trying to make... I love you and I actually... I loved your Magnus one, and even your Hikaru one was really good, and a bunch of other ones.	Int	Intimate	To Equal Status	Informal	High Informative
36.	Lex Fridman : I just follow the thread of curiosity, and I think there's just a lot of curious humans in the world. And to me, it's like... So the question about analytics the question of basically stepping away, stepping outside of yourself, and thinking, "Why the hell do	Csl	Intimate	To Equal Status	Formal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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	I like TikTok so much? "Why do I like Twitter so much? "Why do I like YouTube so much?"					
37.	Lex Fridman : I mean, there's a lot of things I can comment about that but what was that... What was the hardest part of making that video? MrBeast : The hardest part was just getting out there.	Co	Intimate	To Equal Status	Informal	High Informative
38.	Lex Fridman : What about shooting itself, the technical aspects of shooting it? Mr.Beast : Oh, I mean...Well, so for the... Somehow, we lucked out and one of the days was like the warmest day in forever that's been in Antarctica.It was positive degrees but at certain parts, it was also negative 20, negative 30 ,and that's where the cameras, you constantly have to be switching out the batteries and heating 'em up, and like putting 'em basically in your pants or they'll just get way too cold. And we were prepared for much worse, but it ended up being much better than we thought.	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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39.	<p>Lex Fridman : So for that video, but in general, maybe some other challenging videos, how do you go from the idea stage to the actual execution to the final video? Can you take me through a full process of... We're talking to about some crazy wild ideas today, how do you go from that to a final video? where you click "publish"?</p> <p>MrBeast : I mean, pick any video you can think of on my channel, I can take you through it.</p> <p>Lex Fridman : Well, what about the "in a circle"?</p> <p>You have to stay in a circle for 100 days.</p> <p>MrBeast : Yeah, so for that one, step one-- - One of the most popular. - Yeah, that video did really well. So we...Problem is we have to... This is where you get really into the nuances of the company, 'cause we have a lot of videos going out. You can't just, in a vacuum, be like, "All right, we're not doing anything for 100 days "and we're only filming this."So step one is</p>	Co	Intimate	To Equal Status e	Informal	High Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>we had to build an independent crew that could actually do that for 100 days, that way everyone else could keep working on the normal videos, and not just screw everything up. So step one, you build that team. Okay, we got the team. Now, what do we need? Well, to do this, we need probably 10 cameras, at least, rolling at all times, so we're probably gonna need to get a trailer and hook up a bunch of storage and stuff to just carry the sheer volume of footage we're gonna have. And so, get a trailer, set up the cameras, go out in the field, paint a circle. Now, we need a house. Go buy a house, bring it out there.</p>					
40.	<p>Lex Fridman : What about the 100 versus 100? 100 adults versus 100 kids? What was the... What was... Bringing that to life, that seems like exceptionally challenging.</p> <p>Mr.Beast : Yeah, basically, the thought process was we did 100 kids verse... Or sorry, 100 boys versus 100 girls,</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e



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	people loved it.Honestly, I didn't think they'd like it as much as they did, video did really, really well. So the second I saw that video was crushing.					
41.	Lex Fridman : Do you think you'll ever make a video that gets one billion views? Mr Beast: I think maybe one of the videos we've already made might get a billion views.	Co	Intimate	To Equal Status	Informal	Low Informativ e
42.	Lex Fridman : Which one do you think? MrBeast : Probably the Squid Game video, with enough time. I mean, it's only a year old and it's already on 300 million, or some of the newer ones we've done have gotten 100 million views in a month. So those, forward projected over 10 years.	Co	Intimate	To Equal Status	Informal	High Informativ e
43.	"Okay, well then, just make great videos." So instead of like focusing on all these arbitrary vanity metrics, I just kind of focus on the one thing that gets me all that, which is make good videos. And I do think we will, one day,hit a billion subscriber."	Csl	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
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44.	“That's how you get 'em. - Okay, well, let me ask you about the... A Twitter poll you posted,”	Csl	Intimate	To Equal Status	Informal	Low Informative
45.	MrBeast : I'll keep you entertained, but I need you to figure out how to keep me alive. Gimme till 200, that will make me happy.	Csl	Intimate	To Equal Status	Informal	Low Informative
46.	Lex Fridman : What are the different strategies for high retention for your videos and in general? MrBeast : It's like, "how do you cook good food?"	Co	Intimate	To Equal Status	Informal	Low Informative
47.	Lex Fridman : and it's just an incredible human being. So let me just ask on that topic: how do you hire a great team? What have you learned about hiring for everything? For the main channel that you do, for the React, the gaming channel, to MrBeast Burger, to Feastables, all that? MrBeast : The big thing is, especially in this content creation, 'cause it's not like anything that's done on Netflix or different content mediums, I really need people who are coachable, and really see the value in what I care about because it's a very specific way of	Co	Intimate	To Equal Status	Informal	High Information

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	going about things, and it's a thing you... There's no one to plug and play. If Netflix wanted to hire someone to do a documentary, there's probably tens of thousands of people you could hire that have worked on documentaries before. But if you wanna hire someone to make super viral YouTube videos, like we do, there's just no one you can really pull from. Sometimes, I'll hire people from game shows, right?					
48.	MrBeast : And so, for me, it's almost easier to hire people that are just hard workers, that are obsessed, and really coachable, and just train 'em how to be good at content creation and production,	Csl	Intimate	To Equal Status	Informal	High Informative
49.	MrBeast : So it's easier just to train someone than just pull 'em from traditional 'cause traditional people just... I don't know, they have all these opinions and things, and they just think our way of going about things is dumb.	Csl	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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50.	<p>Lex Fridman : How do you think about that? Because that's pretty rare.</p> <p>MrBeast : I think, and this is definitely not... Most people in my stance, I don't think would take this... Or my position would take this stance, but I see every other YouTuber or person on social media even... 'Cause we're also focused super heavily on YouTube, but last year we were also the most followed TikTok creator in the world as well.</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e
51.	<p>Lex Fridman : So from being a successful YouTuber to understand a totally different algorit fundamentally different algorithm. - What was that like?</p> <p>MrBeast : It's interesting. Well, not even just the algorithm, just the content. I'm going from basically 15 minute short to sub-one minute vertical content. It's a whole different just ballpark.</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e
52.	<p>Lex Fridman : Also, during the brainstorming,</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
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	<p>some of the ideas, you were like, "That's better as a short," and that's crazy.</p> <p>MrBeast : Yeah, can you remember one</p> <p>Because I remember I said that a bunch, but I can't think of one.</p> <p>Lex Fridman : All I remember is that there were epic videos.</p>					
53.	<p>MrBeast : There's a reason they did, they're terrible, you know what I mean? But at the time, I thought they did, right? And I'm in the mindset of a lot of small YouTubers, where I thought those videos deserved a million views, and I thought the algorithm hated me.</p>	Csl	Intimate	To Equal Status	Informal	Low Informative
54.	<p>MrBeast : But I watch them back now and I could tell you exactly why the videos were just fucking horrible, you know what I mean?</p>	Csl	Intimate	To Equal Status	Informal	Low Informative
55.	<p>Lex Fridman : Cause you've talked about offline that you just love learning of all kinds, it doesn't matter. But in terms of videos, are you studying videos? Are you studying?</p> <p>MrBeast : Recently, not as much. I'm more... Because</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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	to get to the videos I want, I have to build this business, and scale up and hire. So more of my recent time has been... My teenage years were spent studying virality and studying content creation.					
56.	Lex Fridman: what is like a... Since we're on the topic, what is a perfect day in the life, perfectly productive day in the life, Building a business of MrBeast look like? MrBeast: Oh boy, well, I mean., the perfectly productive day is we film a main channel video because those get 100 million a pop. I mean, it doesn't really get any better than that.	Co	Intimate	To Equal Status	Informal	Low Informative
57.	Lex Fridman : What about the average day when you're not on the set? And you're like... 'Cause you're running a lot of things right? MrBeast : Yeah, so right now, we have our snack brand, Feastables, we have a restaurant chain, Beast Burger, and then we, basically, which... We haven't even really launched any products yet,	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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	but we have the data company that I was showing you, where we're gonna roll out some tools for creators, and then we have the Reacts channel, the gaming channel, the main channel, and then we have my charity, which also has a channel.					
58.	Lex Fridman : So you train people, and then those people train people, and then, and so on? MrBeast : Yeah, I mean it's just even like how you do the lighting on sets, or how you do the audio, or not writing scripts so we're just not as efficient with our filming	Co	Intimate	To Equal Status	Informal	High Informative
59.	Lex Fridman : Are you often surprised with the result? You think a certain... We watched the video today that was really nice, that was different than you would've potentially edited it. Are you sometimes surprised by a decision an editor makes, that's like, "Okay, that's not the way I would've done it "but it's actually this is a cool idea"?	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
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	<p>MrBeast : Yeah, of course. The thing... My biggest fear is I don't ever want to get trapped in a bubble of.. 'Cause we are getting 100 million views a video on the main channel. But I don't want to get in this feedback loop of just "my ideas are great," or... Not feedback loop, but stop learning and improving. 'Cause it is easy sometimes to be like, "What we're doing is working, "we need to just keep doing it." I want to keep learning and trying new things. And I guess one way I'd put it is like, you don't... When you're on a come up where you're growing, you don't want to test new things once you start to plateau or have a down trend.</p>					
60.	<p>Lex Fridman : you just dived right into MrBeast Burger and Feastables, this is a whole 'nother industry. What was that like?</p> <p>MrBeast : Well, so Beast Burger, we kind of... It was supposed to be just a popup. We just partnered with someone who had 300 restaurants and we</p>	Co	Intimate	To Equal Status	Informal	High Informative



No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>were just like, "Let's just sell Beast Burgers for a day or two.</p> <p>"Let's see what happens." We didn't really think it would be as big as it was. But those first... That first day, we do six figures in sales, and they all sell out, and they're running to local Walmarts, they can't keep up with the demand. And it's like, "Okay, well, "maybe let's just leave it open a week, whatever," and we're just doing crazy revenue. And it's like, "Okay, well, "let's add some more restaurants, "and let's just leave 'em open for a month." And we're just still doing six figures a day.</p>					
61.	<p>Lex Fridman : But didn't that, in some sense, also open your mind to something like Feastables?</p> <p>MrBeast : Feastables is something I've always wanted to do because I think, just in general, American snacks are just full of so much horrible ingredients, to be honest, and they're not... I don't know. I feel like there also just hasn't been any</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	innovation in American snacks in quite a while, and so that's just something I've always been pretty passionate about.					
62.	Lex Fridman : What are some interesting challenges about scaling there that surprised you? MrBeast : The biggest problem, which I didn't think would be, was just keeping the shelves in Walmart stocked, to be honest I like it.	Co	Intimate	To Equal Status	Informal	High Informative
63.	Lex Fridman : You've talked in a couple places about maybe doing mobile games Creating video games or computer games in the future. Is that something you're still considering? MrBeast : No, no. That was the pro... We spent all day today, talking about. It just clicked in my head, everything you asked me is stuff we already talked about.	Co	Intimate	To Equal Status	Informal	Low Informative
64.	Lex Fridman : What does the path to being worth 100 billion look like? Making billions of dollars.	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	Mr.Beast: What does the path to being worth 1000 billion look like? I don't know					
65.	<p>Lex Fridman : but does money buy happiness? How has money changed your contentment, your happiness in life?</p> <p>MrBeast : Does money buy happiness? No, not... I mean, to a point, yes. Once you can take care of your health, you can take care of any immediate dangers, and you can take care of your family, relatively, no, it doesn't, but those things do.</p>	Co	Intimate	To Equal Status	Informal	High Informative
66.	<p>Lex Fridman : who gets to... What are the cameramen... Like, the people operating in the cameras, who's responsible for different things?</p> <p>MrBeast : Is it like a distributed process or like how d-- - Well, that's where whoever the lead cam would be on that video would just decide it. That one, 'cause we shot over 100 days, we didn't... A lot of it was just Sean and the guy who was in the circle just vlogging.</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
67.	Lex Fridman : Oh, what was one of 'em? "Genius versus 100 people" or... MrBeast : Yeah, maybe average intelligence versus genius, something like that. Yeah, I was like, "What the heck is the thumbnail, "even if the title was good." Yeah, I mean there's so many, but yeah, people don't click, they don't watch	Csl	Intimate	To Equal Status	Informal	Low Informative
68.	MrBeast : Yeah, I think it's also just more when they read the title. It's just like, it's a lot of zeros. It's a one, fuck loads of zeros, "okay, click," you know? Lex Fridman : Yeah. MrBeast : Oh man, that's fascinating.	Csl	Intimate	To Equal Status	Informal	Low Informative
69.	Lex Fridman : Well, I mean, does the physics in the thumbnail have to even make sense? I mean, you can just like exaggerate the head size and all that kind of stuff, right? MrBeast : Yeah, 100%. Yeah, things don't have to be relative. You can have a car Because in every one of my thumbnails, my face is, in the left side, very big. in the background and be three times the size.	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
70.	<p>MrBeast : But I think we're getting to the point now where only analytics junkies would want to keep hearing more analytics talk, and the normie is probably like they've had their dose of YouTube talk for the next three years. Maybe I'm wrong. Hey, comment if I'm wrong, I could be. I don't know your audience. See this is where you would tell me, "Shut up. I know my audience, you dumbass."</p>	Csl	Intimate	To Equal Status	Informal	High Informative
71.	<p>Lex Fridman : Do you think about the role of centralized control of which information is or isn't made available through search and discovery?</p> <p>MrBeast : I'll be honest, I never really think about it.</p> <p>Lex Fridman : You just try to make fun videos that..</p> <p>MrBeast : Yeah, I'm more... I'm kind of more in my own lane, but it's not like that I don't just specifically think about that. Just a lot of stuff in general, I'm just kind of in my own lane, thinking about my own</p>	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	stuff. But now that you asked, I'm curious, what are your thoughts on YouTube and that kind of stuff?					
72.	<p>Lex Fridman : If it's a wrong shadow banning, as a society that we should not shadow ban this kind of content, that means You should be publicly discussing it and having that--</p> <p>MrBeast : Because if not, and if it's not known, then it's just kind of like, well, then who's pulling the strings? And how do we know they're not just manipulating things to get whatever message they want out there and silence other ones?</p> <p>Lex Fridman : Yeah, and there could be, in the background, government influence, which is where actual freedom of speech comes into play.</p>	Co	Intimate	To Equal Status	Informal	High Informative
73.	<p>Lex Fridman : I mean, there's a lot of things I can comment about that but what was that... What was the hardest part of making that video?</p> <p>MrBeast : The hardest part was just getting out there.</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>It's just so remote, and you land the plane on just this ice runway, and it's so sketchy. And then, once the plane takes off, you're just there, and you're the most remote place in the planet, and it's just... It's very breathtaking. I don't... If you have the chance to ever go to Antarctica, I would recommend it. It was probably like the... In the video, we climbed a mountain that wasn't named so we can name it, and standing on top of that mountain and just seeing nothing.</p>					
74.	<p>Lex Fridman : Okay, so what about the delegation of who gets to... What are the cameramen... Like, the people operating in the cameras, who's responsible for different things? Is it like a distributed process or like how d-- -</p> <p>MrBeast : Well, that's where whoever the lead cam would be on that video would just decide it. That one, 'cause we shot over 100 days, we didn't... A lot of it was just Sean</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	and the guy who was in the circle just vlogging.					
75.	<p>MrBeast : So we're like, "okay, this time I wanna do it outside," that's why the cubes are outside. And instead of doing circles, we wanted to make 'em cubes. And then, it was figuring out, "Do we want the..." Yeah, just there's--</p> <p>Lex Fridman : Those videos came up, at least today, as ones that are like really complicated</p> <p>1.28.56</p> <p>in terms of the audio, in terms of how it is to film it.</p>	Csl	Intimate	To Equal Status	Informal	Low Informative
76.	<p>MrBeast : Yeah, that's the problem. We had a lot of audio issues 'cause in the first one, we didn't have a roof on it. In the second one, there was a roof so there's a lot of reverb, which then, in editing, made it brutal. Half the shots weren't usable and it really screwed us over. So we had to do a lot of Frankensteining in the editing to make up for, basically, my ignorance. -</p> <p>So you mentioned that you were surprised how well that one did. A lot of</p>	Fml	Intimate	To Equal Status	Formal	High Informative



No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	creators talk about getting depressed when their videos don't do as well as they kind of expected. There's a kind of feeling, you can get really worn out by that.					
77.	Lex Fridman : Okay, so that's part of the development as a creator, is like you're being able to be... Detach yourself-- - For longevity? MrBeast : Yeah, you have to unemotionally be able to look at videos that flop and figure it out. 'Cause if not, just getting... And not every video can be a one outta 10, and so when a video does bad, that just stress and depression is just gonna eventually get to you in the long run.	Co	Intimate	To Equal Status	Informal	Low Informative
78.	MrBeast : When's the last time you clicked on your sub-feed to watch a video? Lex Fridman : Oh, almost never, yeah. MrBeast : Yeah, maybe five years ago, it used to be a thing.	Co	Intimate	To Equal Status	Informal	Low Informative
79.	Lex Fridman : So to maximize retention in your relationship , you wanna spend that time learning as much as possible?	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	MrBeast : Yeah, which, conveniently, I don't have to force, right? Or I wanna be recharging so when I do work, I can hit the ground harder. And luckily, we're into a lot of the same things, which having to be learning, and sometimes it's not learning, maybe watching an anime or something like that.					
80.	MrBeast : Well, if your goal is to be a super successful entrepreneur, you need to either be working or you need to be doing something that decompresses and recharges you so you can work again, if your goal is to be a really kickass entrepreneur.	Csl	Intimate	To Equal Status	Informal	Low Informative
81.	MrBeast : And the only real sustainable thing is to just give yourself time to recharge in between working. – Lex Fridman : So there's a kind of balance you have to find? MrBeast : You have to! And I hate it more than anyone else because I... Lex Fridman : You hate not working.	Co	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	Mr. Beast : Yeah, because it's just not optimal for time.					
82.	MrBeast : And I wish I was a little bit older so I could have ran a couple companies, and failed a few companies in the past, and learn from those and apply those here. 'Cause I know for a fact, when I'm 34... I'm 24 now, when I'm 34, I'll know so much more about running a business, and scaling, and hiring, and how to lead people, and better effectively communicate, and all these different skill sets that will make me a better leader.	Fml	Intimate	To Equal Status	Formal	High Informative
83.	MrBeast : I spent my whole life studying YouTube videos of virality, not business building, but fuck it, I was like, "I guess we just gotta do it ourselves." and that's where things really started to click, and we got the exponential growth, and we started getting the right people and training 'em the right way, and just throwing conventional stuff out the door and focusing on what's	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	actually practical for YouTube, which is just completely different than traditional media.					
84.	<p>Lex Fridman : And so that, outside of the thing that brought you to the dance, MrBeast Burger and Feastables you just dived right into MrBeast Burger and Feastables, this is a whole 'nother industry. What was that like?</p> <p>MrBeast : Well, so Beast Burger, we kind of... It was supposed to be just a popup. We just partnered with someone who had 300 restaurants and we were just like, "Let's just sell Beast Burgers for a day or two.</p>	Co	Intimate	To Equal Status	Informal	High Informative
85.	<p>MrBeast : I don't know. I feel like there also just hasn't been any innovation in American snacks in quite a while, and so that's just something I've always been pretty passionate about. We built that from scratch, so we hired a CEO and built a team around them, and we spent probably over two and a half years before we even launched just building the right team, figuring things</p>	Csl	Intimate	To Equal Status	Informal	Low Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>out, and making sure it was actually ran the way I wanted, which... Feastables has just been crushing. It's very interesting.</p>					
86.	<p>MrBeast : This is what I live for. And so, if I can keep that going, and then really start to expand these businesses that leverage off of it, then yeah, I mean, hopefully, there's a day one where I can give away a billion dollars in a video, honestly.</p> <p>Lex Fridman : That would be one hell of a video</p>	Csl	Intimate	To Equal Status	Informal	Low Informativ e
87.	<p>Lex Fridman : Since you went from being broke to being rich, although you keep spending all your money,</p> <p>but does money buy happiness? How has money changed your contentment, your happiness in life? –</p> <p>MrBeast : Does money buy happiness? No, not... I mean, to a point, yes. Once you can take care of your health, you can take care of any immediate dangers, and you can take care of your family,</p>	Co	Intimate	To Equal Status	Informal	High Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	relatively, no, it doesn't, but those things do.					
88.	<p>Lex Fridman : So you're, given that, are just fearless in spending the money?</p> <p>MrBeast : Yeah, well, let me reframe. I guess it could for some people. If you really... I don't know, you spent your whole life obsessing over cars, it probably would bring you a little bit of joy to buy a nice Lamborghini. I'm coming more from the frame of mind of an entrepreneur, someone who's really obsessed with business building.</p>	Co	Intimate	To Equal Status	Informal	Low Informative
89.	<p>Lex Fridman : Part of your work is giving away a lot of money, do you find it hard to find people you can trust?</p> <p>MrBeast : That's good question.</p> <p>Lex Fridman : Do people see you basically as a source of money as opposed to another human being?</p> <p>MrBeast : It's weird because you would think yes, but I feel like I also know the right places to look.</p>	Co	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
90.	<p>MrBeast : People that take the kamikaze approach to building a business. You just throw all your money in it, you throw all your time, you throw all your energy, you throw everything. And you're just like, "Fuck it, "it's this or I'm dead." And I thought there would be hundreds of mes. –</p> <p>Lex Fridman : And there isn't.</p> <p>MrBeast : There isn't</p>	Csl	Intimate	To Equal Status	Informal	Low Informativ e
91.	<p>MrBeast : I mean, there's maybe one or two, and I talk to those motherfuckers every single day. I'm sick and tired of talking to 'em, but I love them. But it's just so interesting 'cause every level I got up, like I'd get a million subscribers, I'd be like, "All right, where's all these guys "and the million subscribers that are fucking psychopaths?" And then, you don't... Lex Fridman : They're like-- -</p> <p>Yeah, people become conservative as they get... Like they get more--</p> <p>MrBeast : Especially as they get bigger, yeah. And 20 million subscribers, 30,</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	it's like... Every step of the way, it's like, I just got more and more lonely to be honest.					
92.	<p>Lex Fridman : Basically, put all the money right back in.</p> <p>MrBeast : Yeah, or the people doing it, they're on just a small scale. And if I talk to 'em, it's just 99.9% of the time I'm teaching them things, and it's like... – Lex Fridman : So it's lonely because there's not too many people, especially in the creative space, that are as crazy as you</p>	Csl	Intimate	To Equal Status	Informal	Low Informative
93.	<p>MrBeast : I'm just looking for those other people who just share a little bit of it so I don't feel so fucking crazy all the time. Like, you know what I mean? And people I feel normal around. And they tend to just be doing the randomest things, but loving it.</p> <p>Lex Fridman : Well, I think that's really inspiring, it's... It's like the Bukowski line, "Find what you love and let it kill you." It's really put everything... Put</p>	Csl	Intimate	To Equal Status	Informal	High Informative



No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	everything into the thing you love, and that's like the way to really create special stuff but it's also the way to live out your life most fully.					
94.	<p>MrBeast : But someone's just not gonna be able to flip a switch and then just start doing a kamikaze approach to building a business, just like a lot of people try to flip a switch and start body building, and then quit majority of the time. It's just not innate to 'em. –</p> <p>Lex Fridman : Well, I think a lot of us have the capacity to do that in some domain.</p>	Csl	Intimate	To Equal Status	Informal	Low Informativ e
95.	<p>Lex Fridman : Do you ever worry about your mental health? Did you take step to protect it? For the long run, to make sure you have the mental strength to go on?</p> <p>MrBeast : Yes, weirdly enough, the best thing for my mental health was giving into my innate nature to work. And the most depressed I get is when I try to restrict it.</p>	Co	Intimate	To Equal Status	Informal	Low Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
96.	<p>MrBeast : They do! They naturally just have freaking grilled chicken, and all this shit, and high protein meals, and it's just like easier for me to just piggyback and be like, "Oh, can you just order me whatever you're getting?" And they're like, "Oh, I gotta go to the gym." And I'll be like, "Oh shit, I'll just join you," you know? And it's just cheat codes, you know what I mean? Just surround yourself with people that you want to be, and it makes it like 70% easier in my opinion. It's like, that is the cheat code to life.</p>	Csl	Intimate	To Equal Status	Informal	Low Informativ e
97.	<p>MrBeast : When I was around a million, I had a couple friends that were just also psychopaths. I outgrew them, but at the time, it was great, and I wouldn't be where I am today if it wasn't for them. And just all along the way, the friends that I hung out with had such a dramatic impact on where I am. I'd probably have 80 million less subscribers, if I wasn't so strategic about hanging out with people that I add</p>	Csl	Intimate	To Equal Status	Informal	High Informativ e

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>value to and they also add value to me.</p> <p>Lex Fridman : So the advice for young people would be to be very selective about the people you surround yourself with.</p>					
98.	<p>MrBeast : And so, for me, yeah, I have someone who I think is very beautiful, very intelligent, makes me better, is constantly pushing me, okay with me working hard, makes me smarter and just all these different things that I think, for me, love just makes me a better person, you know what I mean? Which makes me love her even more, does that make sense?</p> <p>Lex Fridman : Absolutely. What advice would you give on finding somebody like that?</p> <p>Mr. Beast : Just really don't give up until you find someone that... There's so many people on the planet.</p>	Int	Intimate	To Equal Status	Informal	High Informative
99.	<p>Lex Fridman : The odds are in your favor.</p> <p>MrBeast : Yeah, just don't settle and find someone that makes you happy. -</p>	Csl	Intimate	To Equal Status	Informal	High Informative

No	Sentences from the Podcast	Categorie	Social Factors			
			S	P	T	F
	<p>Lex Fridman : Yeah, just like you said, surround yourself with people that make you a better person.</p> <p>In this same case, surround yourself with that one special person that really makes you a better person.</p>					
100	<p>Lex Fridman : Well I hope you do just that, man. You've already done it for millions, and millions, and millions, and millions of people, and I hope you keep doing it. I can't... It's so exciting to see what happens this year and next year.</p> <p>MrBeast : I'm excited too.</p> <p>Lex Fridman : The sky is the limit. I can't, I mean... The videos, but all the other businesses you're in, and you, as a human being, as you grow, I can tell, I know, as everyone knows, you have a kind heart, and the fact that you're really damn good at actually using that kind of heart to help a lot of people, it's awesome to see, man.</p> <p>MrBeast : Thank you. I appreciate it.</p>	Int	Intimate	To Equal Status	Informal	High Informative

## CURRICULUM VITAE

### PERSONAL DATA

Name : Delita Audri Syfani Azara

Place and Date of Birth : Jakarta, January 18, 2002

Sex : Female

Religion : Islam

Nationality : Indonesia

Address : Griya Arkhana 2 no. 11, Jl H. Zaelani  
Rangkapan Jaya Baru, Depok

Phone Number : 081298818212

Email : delita.audri@gmail.com

### FORMAL EDUCATION

(2016 - 2019) SMK Link and Match Multimedia  
(2013 - 2016) SMP Tadika Pertiwi  
(2008 - 2013) MI Al-Jamhuriyah

### WORK EXPERIENCE

#### **Freelancing | November 2020 - March 2021**

Working on financial reports, and me filling documents

#### **PT Prima Persada Motor - Accounting Staff**

Working on financial reports (balance sheet, profit, loss & cash flow), and making ratios.

#### **KPP Pratama Jakarta Pasar Minggu | Internship 3 Months**

Enter employee leave data, enter e-nofa, create e-Fin, serve e-Filling.

**Admin @by.oliviasumichan 2022-2023**  
Work as an admin and record financial data



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